

## 4 | Public Involvement

Many times parking recommendations rely solely on occupancy, duration, and turnover data that is collected, as well as parking demand that is projected into the future. This strict quantitative approach is beneficial for developing recommendations to improve parking in a study area. However, what is missing from this approach is the qualitative input from actual users of the system. In an effort to gather this qualitative input, a multi-tiered approach for the Downtown study area was implemented that included development of a Parking Study Team, reaching out to and seeking input from stakeholders within the study area, and conducting an online survey to gather responses from a larger population, including visitors, employees, business owners, and residents. The following sections describe each.

### Parking Study Team

Working closely with the KHA team, the Parking Study Team (PST) was appointed by the City Project Manager, Harmon Crutchfield, and was intended to include a variety of City interests, as well as County and community development representatives. The intent of the PST is to be involved at several steps throughout the parking study process to ensure that appropriate items of interest are accounted for and addressed in the study. The PST also serves as a sounding board for recommendations that are being considered by the KHA team throughout the study. Lastly, the PST provides input on the list of stakeholders within the study area that should be included in the project outreach efforts. The PST for this project included the following:

- Harmon Crutchfield – City of Durham Department of Transportation, PST Chair
- Mark Ahrendsen – City of Durham Department of Transportation
- Aaron Cain – Durham City-County Planning Department
- Sara Young – Durham City-County Planning Department
- Joy Mickle-Walker – Office of Economic and Workforce Development
- Glen Whisler – Durham County Engineer
- Richard Polley – Blackwell Street Management Company, LLC (American Tobacco Campus)
- Bill Kalkhof – Downtown Durham, Inc.

Throughout the project, four PST meetings were held to ensure that the project was progressing effectively and in a manner in which the needs of the City were met. A brief description of each meeting is provided below.

- Parking Study Team Meeting #1
  - This meeting was held after data collection efforts and was used to present initial findings and critical issues within the Ninth Street study area, with minor discussion on data collected within the Downtown study area. Initial recommendations for the Ninth Street study area also were discussed.
- Parking Study Team Meeting #2
  - This meeting was held a couple weeks following PST Meeting #1 and was used to present initial findings and critical issues within the Downtown Study area. Initial recommendations for the Downtown study area also were discussed.

- Parking Study Team Meeting #3
  - This meeting was held several weeks after PST Meeting #2 and was used to present a draft version of the parking study report for the Ninth Street study area, along with the associated recommendations for parking improvements. In addition, a more detailed discussion was held regarding recommendations for the Downtown study area.
- Parking Study Team Meeting #4
  - This meeting was held several weeks after PST Meeting #3 and was used to present a finalized parking study report for the Ninth Street study area, as well as a draft version of the parking study report for the Downtown study area, along with the associated recommendations for parking improvements.

## Stakeholder Outreach

A series of stakeholder input sessions were held in September 2012. The stakeholders included in the sessions were a result of recommendations from the PST and were comprised of different stakeholders for both the Ninth Street and Downtown study areas. Downtown study area stakeholders included restaurant owners, retail owners, service providers, large tenants, property owners, and residents. Many questions were asked of each stakeholder, including the following:

- What is your role in the study area?
- During peak hours, how many employees work at your business and where do they park (if applicable)?
- During peak hours, how many customers do you estimate frequent your business and where do you believe they park (if applicable)?
- What do you like about current parking management practices? What could be improved?
- If you were in charge, what would you do about parking in downtown?
- How is the current parking program perceived by the community?
- What do you believe the City of Durham could learn from parking strategies seen in other locations?
- What do you consider to be a reasonable fee for parking on- and off-street?
- Do you have other parking related comments that you would like to communicate?

The responses to the above questions are compiled and shown in Table 4.1.



TABLE 4.1 - DOWNTOWN STAKEHOLDER INPUT SUMMARY VIA SURVEY

Where do Customers Park?	Estimate of Peak Customers	What could current system do better?	What could be learned from other areas?	Other Comments
N/A	N/A	Add parking capacity	Portland, OR. Free parking to increase visitor demand.	Parking is functional now, but may be problems in future. Build parking on first floor, apartments above or wrapped around garage. Public/private partnership with City.
Encourage them to park in Chapel Hill Street Deck	400 - 500 on a Friday night	Add off street capacity. Increase security in decks.	Pay stations; pay by cell. No meters.	Free parking at 6:00 PM instead of 7:00 PM. City vehicles parked in deck, should be on upper level. Need better wayfinding. Encourage parking over on-street parking
On-street	6/day	Add capacity	Burlington, NC. Lots of off-street capacity.	Less aggressive enforcement within downtown loop. If there is a fee provide first 10 minutes free. Something needs to be done. Present deterrent to people coming downtown.
On-site. They have an 80 space lot. There are 600 spaces in the Central Park neighborhood	500 people	Consistent signing for visitors. People don't know where to park.	Carrboro, NC - terrible. Raleigh, NC - no problems	Designate parking spaces on Rigsbee Street. Extend Bull City Connector area. Parking should be free. They charge \$3 for parking, but then provide credit. The businesses in the area have identified 600 parking space
On-street	400 people on Saturday morning	Add more capacity	N/A	Current system is frustrating. Starting to impact business. Fee for on-street parking will not fly. Add decks. They need on-street spaces to load and unload purchases.
On-street. After 6 pm park in Social Services lot and Sheriff's lot and hope they don't get towed	60	More parking capacity. Make a safe environment for parking downtown.	Greensboro, NC - off-street lots with pay stations	Could County deck on Roxboro Street be open to public? People are getting a parking ticket. Supports a fee for parking if it accepts credit. Biggest complaint of customers is parking. Could Bull City Connector minute headways during lunch?
Center City Deck; off-street	N/A	Improve egress from deck. Improve wayfinding to deck, parking guidance system	Improved parking guidance system	Charge \$2.00 per event. Do not want to increase fees. Only one event on Center City deck is open. Street closures needed for bus parking for event.
Durham Center Lot, Measurements, Inc. lot, On-street, "Parking is a free for all."	3,000 visitors per week; 300 - 500 on site at peak	Better signing to utilize existing deck. More parking decks	Parking meters, pay stations	Need more handicapped parking on-street. Inadequate parking supply to complain. Better signing. The Farmers Market would like to expand the number of vendors.
On-street at Corner		Better wayfinding to existing parking	Greenville, SC - one large downtown deck	There are a lot of options for parking downtown. Problem is narrow

	Where do Customers Park?	Estimate of Peak Customers	What could current system do better?	What could be learned from other areas?	Other Comments
5	In their lot or on street. They lease space to a yoga studio.	50 for yoga	Mark spaces on-street for parallel parking. Establish parking requirements for restaurants in the overlay district	American Tobacco. Lots of free parking.	Explore the idea of angled parking along Foster Street for Farmer's Market. Sidewalk improvements are needed. "All over" the idea of pay-by-c
e ne 1	Majority park in the Centre Deck; some park on street.	3,300	Additional staff at parking deck to help during ingress and egress. Two hour instead of one hour limits near Convention Center.	Maintain equipment. Add the ability to pay with credit cards.	Like the existing management company. Current system is managed parking is needed. The convention center has no dedicated parking needed downtown for visitors. If the convention center has more th \$2.00 parking fee goes into effect.
ees cial d	On-street or valet. Have had problems with the City ticketing cars in the designated on-street valet space. Spending \$1,500 per month on valet.	300 on a weekend night	Enforcement is inconsistent. Need more centrally located capacity.	N/A	Event parking is the biggest detractor to business. At times, Main St off for staging on other streets and there is no activity on Main Street customers can't get to my business. Revenue down 50% last weeke an event. Time limits are reasonable, but enforcement is militant. I based parking system. Existing system is not set up for night time ac set up for day time.
	On-street or at off-street paid lot across street. Visitors pay \$3.00 to park and we provide \$3.00 credit.	200	No public parking resources. Parking policies are not aligned with area goals.	Pay stations work well in Chapel Hill and Raleigh. May not work in Central Park.	Parking in area is safe. Problems are going to get worse. Parking sol time to implement. Existing "No Parking" restrictions seem erratic. parking restricted on Madison Avenue? Current parking condition r to grow. It is a pain to park in Chapel Hill. Parking should not be pur
rk .	Evening parking in Durham Centre Deck or South Bank Lot	500 - 750 at peak	There is not enough parking. What is Greenfire going to do with South Bank Lot? Expand parking limits to 2 hours.	N/A	Consider going to a fee for parking. Free is good, but there is probal abuse. Observe a lot of abuse of handicapped parking. New develo be required to provide their own parking, not parking in existing str is enough existing demand. Do not charge too much for special evei is good. \$5.00 is too much.
.	On-street, parking decks, South Bank Lot	100	Implement a fee for parking.	All growing cities deal with parking.	Difficult to find parking. The old bus station lot is unused. Could this for a small fee? Can the Southbank parking lot be used after hours?



While a lot of good feedback was provided and documented in the stakeholder input table, the following items summarize some of the comment responses/themes that were communicated, specific to the Downtown study area:

- The majority of employers do not feel that employee parking is a concern or do not know where their employees park, while some shared that a portion of their employees park on-street.
- Employers shared that their customers split parking between on-street and off-street facilities, with no real dedicated parking for their business.
- The majority of stakeholders believe that there is a lack of parking supply within the study area to meet their needs.
- Several stakeholders believe that an insufficient sense of security within the study area is an issue.
- Wayfinding was an area of concern for many stakeholders that feel current signage does not adequately guide visitors to available parking.
- The majority of stakeholders would support an on-street paid parking program within the more developed areas within the study area. Paid on-street parking within Central Park was identified as an area of concern to several stakeholders.
- The average reasonable price for parking was thought to be around \$1.00/hour.

## Online Survey

Along with the Parking Study Team and the Stakeholder Outreach sessions, an additional outreach component of this study was to solicit public opinions on current and future parking management decisions. Two surveys were created to identify the decision-making factors that determine why and where people park and how parking management can influence parking behaviors and decisions. The survey objectives were to:

- Understand the relationship between business owner perceptions and experiences about the role of parking in customer decisions, versus customer perceptions and behavior
- Identify key factors associated with customer parking decisions
- Understand existing customer parking experience
- Identify what customers and businesses would like to improve about the parking experience in the downtown Durham study area

## Business Owner Survey

The business owner survey included general questions about the type and location of business and peak hours of operation. These questions were generated to establish parameters necessary for comparing responses and determining location and business specific needs. The remainder of the survey focused on parking needs that are perceived as required for business operation. These questions asked business owners to consider aspects of customer parking needs and whether the relationship between these needs and parking has impacted their business. The questions in the survey aimed to gather the following information from the respondents:

- Type of business
- Typical and peak hours of operation
- Customer trip and parking information

- Employee trip and parking information
- Preference for parking provided (e.g., convenience versus availability versus cost)
- Perception of current downtown parking rates
- Perception of common parking issues
- Opinion on types of potential parking improvements

### Visitor/Employee/Resident Survey

The other survey was focused towards visitors of the study area, as well as those that work and/or live within downtown Durham. The survey included general questions about the frequency and mode (personal vehicle, transit, bike, etc) of downtown trips. Additional questions addressed the parking decision-making process, with emphasis on current parking operations, as well as theoretical scenarios of implementation of a paid on-street parking program. The questions were designed to get participants to think about what characteristic of parking is more important to them – price versus location. The questions in the survey aimed to gather the following information from the respondents:

- Reason for visiting downtown Durham and familiarity with City
- Mode of transportation for getting downtown (personal vehicle, transit, bike, walk)
- Parking characteristics (e.g., day of week, time of day, duration, cost)
- Preference for parking provided (e.g., convenience versus availability versus cost)
- Perception of current parking programs
- Opinion on types of potential parking improvements

Both surveys were administered using SurveyMonkey, an online survey tool that enables fluid design, administration, and analysis. The survey link was distributed through email lists by both Downtown Durham, Inc. and the City-County Planning Department. In addition, dual-sided business cards were printed with a QR code that could be scanned by smartphones, directing the participant to the survey website. Also included on the business cards was contact information to a member on the consultant team so questions or troubleshooting could be addressed, providing a means to maximize participation. These business cards were provided to the City and were distributed to PST members and parking enforcement officers for further distribution to patrons of downtown Durham.




**DURHAM**

**DURHAM P SURVEY**

Help us improve **PARKING** in the City of Durham by taking a few minutes to complete the survey.

**DURHAM PARKING STUDY**



714.705.1320  
chris.iser@kimley-horn.com

QUESTIONS? Contact Chris Iser ▶



Using your **Smartphone**, scan the barcode on the left to retrieve the survey.

or Visit us at <https://www.surveymonkey.com/s/DowntownDurhamParkingStudy>

<http://durhamnc.gov>

 Kimley-Horn and Associates, Inc.



## Online Survey Results

A total of 839 responses to the survey were collected, of which ~5% represented business owners, with the remainder categorized as visitor/employee/resident. The responses provided from these groups were analyzed and used to help guide recommendations that were developed. Summarized key findings are listed below.

- ~67% of business owner respondents believe customers need to park for less than 2 hours
- ~87% of business owner respondents believe lunchtime represents the peak hours of operation
- On-street parking is heavily relied upon by business owners for both employees and customers
  - ~48% of employee respondents park on-street
  - ~70% of employee respondents require parking for 6-10 hours
  - Result is a significant use of on-street resources for employee use
- Business owner respondents and visitor respondents are most interested in the following items in order:
  - Ability to find available parking
  - Cost of parking
  - Distance from parking to destination
- Business owner respondents want to see better wayfinding, use of technology, and more parking
  - Better wayfinding + technology = increase in perceived parking supply
- Most visitor/employee/resident respondents are familiar with downtown, being drawn by entertainment, dining, and special events
- ~77% of visitor/employee/resident respondents find parking within a 2 block radius of their destination
- On-street parking is preferred and utilized more by visitor/employee/resident respondents
- Visitor/employee/residents typically require parking in the evening hours
- ~66% of visitor/employee/resident respondents require parking for less than 3 hours, generally without moving their car